



Auerbach's Price-Wrecking Clearing Sale



THE GREATEST Sale

THAT SALT LAKE HAS EVER KNOWN AT ANY TIME
Begins Tuesday, January 3rd at 8 o'clock Sharp

The Monumental Price-Cutting Movement in the Annals
of Salt Lake Retailing! Reductions Are Simply Marvelous!

The Years Greatest Shopping Period begins Tuesday morning, when the Auerbach Company starts the Cleaning out Process by Price-Cutting on the Entire Winter Stocks—when from far and near, Prudent Shoppers will throng this Store at an early hour to share in the marvelous opportunities.

Every Kind of Goods Shares in This Clearance---Not a Price Remains In Tact

WE HAVE GONE FROM ONE END OF THE STORE TO THE OTHER AND SLICED, SLASHED AND SLUGGED EVERY PRICE OF EVERY ITEM OF EVERY STOCK—EVERYTHING IN EVERY DEPARTMENT EXHIBITS THE DRASTIC MEASURES ADAPTED TO CLEAR WINTER MERCHANDISE. NO PRICE-STONE HAS BEEN LEFT UNTURNED IN OUR DETERMINATION TO MAKE THIS THE GREATEST SALE EVER HELD IN THIS STORE.

THE SALE OFFERINGS ARE WONDERFUL—THE PRICE INDUCEMENTS ARE THE GREATEST OF THE YEAR

WASTE NO TIME, AND ESPECIALLY WASTE NO MONEY AT ANY OTHER SALE. THIS WILL DWARF INTO INSIGNIFICANCE ANY ATTEMPTED RIVALRY. SPEND YOUR MONEY WHERE IT WILL BUY THE MOST. COME WITH THE CROWD TUESDAY.

A Price-Wrecking Clearance Sale Of All Silks and Dress Goods

The best and biggest savings you'll ever encounter are here in this sale. Prices way below cost; savings are immense!

Jap Silks, all colors **19c**
New Suth Foulards, polka dots and small designs in dark colors, value 75c **48c**
50 Pieces All Silk Messaline, all colors including cream and black, value 75c **48c**
Black Taffeta Silk, yard wide, value **79c**
Child's Plaid Dress **22c**
English Henrietta, complete line of colors, value **33 1-3c**
French Serge and All Wool Black and Colored Henriettas, values up to \$1.00 **59c**
Imported Dress Materials, values up to \$2.00 **98c**
Black and colored double fold very fine quality—mercerized SATENES at a **19c**
Percales, French finish, double fold, value 25c **14c**
Shesias, all colors **12 1/2c**

AN AWFUL SLAUGHTER OF All Blankets, Comforts and Bed Spreads

The deepest cuts, greatest reductions, the most unheard of sacrifices make this department. You should exhaust every effort to get to this sale.

75c Blankets, white and colored, go in this sale, per pair **36c**
85c Blankets, gray white and tan, in this sale, per pair **44c**
\$1.00 Blankets, gray, white and tan, go per pair **56c**
\$1.25 Bed Spreads and Blankets, in this sale at **77c**
\$1.50 Comforts, blankets and Bed Spreads, all go at **80c**
\$1.75 Blankets and Bed Spreads, white and colored, go at **98c**
\$1.85 Comforts, Blankets and Bed Spreads go at **\$1.19**
\$2.25 Blankets and Comforts, go in this sale at **\$1.39**
\$2.50 Comforts and Blankets, go at **\$1.58**
All \$3.00 Bed Spreads, Blankets and Comforts, go at **\$1.89**
All \$4.00 Blankets, Comforts and Bed Spreads, go at **\$2.40**
The \$5.00 Blankets and Bed Spreads go at **\$2.98**
All \$6.00 Blankets and Bed Spreads go at **\$3.40**
All \$7.00 Blankets and Bed Spreads go at **\$4.20**
All \$8.50 Blankets, go per pair **\$5.30**
All \$10 Blankets, go per pair **\$6.20**
All \$15 Blankets, go per pair **\$8.60**



A Price Wrecking Clearing Sale of All Ready-to-Wear Garments

Here's how we slaughter all suits, all coats, all waists, all skirts, all petticoats, all kimonos—The prices are cut to the core. The values are phenomenal. It's a genuine feast of bargains for the money-saving public.

\$2.50 ladies' fur scarfs to clear at \$1.19	\$1.50 sateen petticoats to clear at 89c	\$5 children's dresses to clear at \$2.69
\$3.00 ladies' sweaters to clear at \$1.48	\$1.25 dressing saques to clear at 49c	\$15.00 ladies' coats to clear at \$7.75
\$6.75 silk waists to clear at \$3.69	\$1.50 long kimonos to clear at 79c	\$12.50 ladies' dresses to clear at \$5.95
\$3.75 wool waists to clear at \$1.98	\$5.00 bath robes to clear at \$2.98	\$20 ladies' dresses to clear at \$9.65
\$1.50 ladies' waists to clear at 89c	\$5.75 Panama skirts to clear at \$3.19	\$25.00 tailored suits to clear at \$12.75
\$6.75 silk petticoats to clear at \$3.98	\$4.00 children's coats to clear at \$1.87	\$35.00 tailored suits to clear at \$16.45

A Price-Wrecking Clearance Sale Of All Flannels

Every yard goes. No matter how big the loss. We are ready to take it, and we've cut prices that will make this event overshadow all previous sales. Clearance time is here and every yard goes.

50 pieces Canton Flannels, go in this sale, per yard **4c**
Thousands of Yards of Outing Flannel and Shaker Flannels, Value 8 1-3c, go in this sale at a yard **4 3/4c**
All 10c Shaker Flannels and Canton Flannels cut to per yard **6 3/4c**
All 12 1/2c Bleached and Cream Shaker Flannels and Outing Flannels, worth 11c, reduced to **7 1/2c**
15c Kimono Flannels; 15c Bleached Baby Flannels, 15c Cream Shaker Flannels, 15c Canton Flannels and the 12 1/2c Outing Flannels, all go in this sale, per yard **8 1/2c**
Up to 20c Kimono Flannels, all 16 2-3c Canton Flannels, all 16 2-3c Shaker Flannels and 15c Outing Flannels, go in this sale, per yard **9 1/2c**
25c White Wool Flannels, marked down to per yard **14c**
50c White Wool Flannels, marked down to per yard **29c**
60c White Non-Shrinkable Japanese Flannels and Wool Flannels, go in this sale, per yard **36c**
All Embroidered Flannels, All Finer White Flannels, All Scotch Flannels, Go in this sale below cost.

A Price-Wrecking Clearance Sale Of Hosiery and Underwear

That will be the greatest bargain-giving event in Salt Lake's history. It's a clean sweep of every dollar's worth of winter merchandise—nothing reserved.

20c WOOL HOSE AT 12 1/2c. All children's sizes in fast black wool hose with merino heels and toes. Best 20c grade **12 1/2c**
50c WOOL HOSE AT 33 1-3c. Fine cashmere wool hose in all ladies' and children's sizes in the very best and finest 50c grades in this sale **33 1-3c**
20c PLEECED HOSE AT 12 1/2c. All ladies' and children's sizes in the very best seamless 20c qualities go in this sale **12 1/2c**
\$1.00 CASHMERE HOSE AT 60c. Ladies' finest quality cashmere wool hose in medium or heavy weight. The best \$1.00 stocking in this sale **69c**
\$1.75 UNION SUITS \$1.15. All regular and extra large size ladies' union suits, white or natural gray. A splendid non-shrinking wool and cotton mixed quality. Best \$1.75 grade in this sale **\$1.15**
CHILDREN'S HEAVY PLEECED SIZES 16 to 20, worth 25c each at 15c. Sizes 22 to 26, worth 35c each at 20c. Sizes 28 to 34, worth 45c each at 25c.

Outing Flannel Gowns and Skirts

ALL MUST GO—WE HAVE THROWN ALL THOUGHT OF PROFIT, VALUE, OR EVEN COST TO THE WINDS AND NO EXCEPTION WILL BE MADE.

LADIES' OUTING FLANNEL GOWNS

1st grade **45c**
2nd grade **63c**
3rd grade **78c**
Regular \$1.50 grade **95c**

LADIES' OUTING FLANNEL SKIRTS

The best 35c value goes in this sale at **25c**
The best 40c grade goes in this sale at **29c**

A Price-Wrecking Clearance Sale Of All White Goods

The most fertile imagination cannot concern stronger values in white goods. Bargains so great we have never before given. The sale prices make buying almost a duty. Here's a peep at the great bargains:

15c white English longcloth at a yard **8 1/2c**
35c white Victoria Lawn at a yard **17c**
40c White India Linon at a yard **20c**

A Price-Wrecking Clearance Sale Of All Millinery

CAN'T AFFORD to carry over any millinery—Isn't good merchandise. Cost, profit or previous selling prices are entirely lost sight of to compel clearance. ALL TRIMMED AND UNTRIMMED HATS GO FOR A SMALL POTTYANCE.

Untrimmed hats, worth \$1.50, go at **10c**
Trimmed hats, worth \$6.75, go at **\$1.98**

All Corsets At Less Than Factory Prices

But of all corset economy sale Bargains; Here's the greatest.

59c a pair

For this season's best models—long or medium shaped corsets in all sizes, made of extraordinary coutil. Corset worth \$1.25 a pair—go in this sale **59c**

A Price-Wrecking Clearance Sale Of All Bed Sheetings, Ready Made Sheets and Pillow Cases and All Domestics

The most startling bargains Utah has ever known. We print a few examples—which merely indicate what your money will do for you in this sale.

Thousands of yards of prints in this sale 4c	12 1/2 white cambric in this sale at 7 1/2c
Thousands of yards of apron gingham in this sale 5 1/4c	15c pillow cases in this sale at 8 1/2c
8 1-3c unbleached muslin in this sale at 5 1/4c	25c and 30c pillow tubing in this sale at 16c
10c bleached muslin in this sale at 6 1/4c	40c per yard 10-4 sheeting on sale at per yard 29c
	65c hemmed bed sheets in this sale at 36c

All finer sheets and pillow cases BELOW COST, all sheetings BELOW COST, ALL DOMESTICS BELOW COST.

A Price-Wrecking Clearance Sale Of Gloves

Nothing excepted from this uniform slaughter—We quote here a few of the bargains:

15c INFANTS' MITTENS AT 5c.
Infants' mittens in dark or light colors or white. Best 15c values at **5c**
25c DOUBLE MITTENS AT 10c.
All children's sizes in extra good fast black heavy double mittens. Best 25c grade in this sale at **10c**
50c GLOVES AT 25c.
All ladies' sizes in silk lined cashmere or knitted gloves, black and dark colors. 50c values in this sale **25c**
\$1.25 CAPE GLOVES AT 75c.
Ladies' cape gloves in tan only—all sizes, best wearing \$1.25 glove in this sale **75c**

THE PRICE CUTTER'S AX HAS DROPPED WITH MIGHTY FORCE In the Linen Department

If these cut and slashed prices on Table Linens, Napkins, Towels and Crashers don't bring the biggest crowd we ever had, we don't know what will.

1000 Fringed Napkins go in this sale at each **1c**
2000 Hemmed Buck Towels go in this sale at **3 1/2c**
10 Linen Crash, you'll buy in this sale at **5 1/2c**
The 15c Hemmed Buck Towels for rooming houses go in this sale at **7 1/2c**
25c Turkey Red Table Damask in this sale at **14c**
35c Bath Towels and Damask Towels go **19c**
45c Table Linen—bleached and half bleached, in this sale, per yard **22c**
75c Silver Bleached Table Linen, marked down **44c**
Finer Table Linens Below Cost—Finer Napkins Below Cost, Finer Towelling Below Cost.

A Price-Wrecking Clearance Sale Of ALL FOOTWEAR

The whole stock goes—There's not a single pair in the house but what suffers a deep, dashing cut.

Ladies' Colored Overgaiters, six or nine button length. Values up to \$1.00, sale price **27c**
Infants' Black Kid Shoes, with spring heels—lace or button. Sizes 2 to 5, value 55c, a pair **65c**
Ladies' Jersey Leggings, all sizes, Value **80c**
Infants' Kid or Box Calf Shoes, sizes 2 to 5, Value up to \$1.25, sale price, a pair **90c**
Children's Extension Sole Kid Shoes, sizes 5 to 8, Value \$1.25, sale price, a pair **90c**
Children's Kid School Shoes, sizes 8 1/2 to 11, Value \$1.50, sale price, a pair **\$1.10**
Youth's \$1.75 Box Calf Shoes, sizes 1 to 2, sale price, a pair **\$1.35**
Misses' Kid School Shoes, lace or button, sizes 11 1/2 to 2, Value \$1.75, sale price, a pair **\$1.35**
Boys' High Cuts, in tans or black, sizes 2 1/2 to 5 1/2, Value \$4, sale price, a pair **\$3.15**
Ladies' Kid Street or Dress Shoes, Value \$2.75, sale price, a pair **\$1.95**
Every pair in the shoe department goes at cut prices during this sale.

A Price-Wrecking Clearance Sale Of Boys' Clothing & Gents Furnishings

This section is in for big losses while this sale is on. The whole department just bristles with bargains! This sale means a clean sweep of the entire stock!

MEN'S FURNISHINGS.

SOCKS, value 15c, go on sale at **8c**
SOCKS, value 25c on sale at **14c**
UNDERWEAR, 50c and 75c values, go on sale at **37c**
UNDERWEAR, \$1.50 values, go on sale at **95c**
SHIRTS, 50c and 75c values, go on sale at **29c**
NECKWEAR, 25c values go on sale at **14c**
NECKWEAR, value 50c, go on sale at **29c**
NECKWEAR, 75c values, go on sale at **39c**

Boys' Suits and Overcoats
Three Big Lots

Values up to \$5.00, go on sale at **\$1.95**
Values up to \$7.00, go on sale at **\$2.85**
Values up to \$10.00, go on sale at **\$3.95**

All Curtain Prices All Portiere Prices All Couch Covers Prices

HECKLESSLY SLASHED IN THIS SALE.

Here is a list of bargains that will swamp us with business in this sale.

50c Door Panels, in this sale **14c**
65c Table Covers, in this sale at **25c**
\$1.00 Couch covers, in this sale at **55c**
\$1.25 Swiss Curtains, in this sale at **69c**
\$1.75 Couch Covers, in this sale at **88c**
\$2.25 Curtains in this sale, per pair **\$1.19**
\$3.00 Curtains in this sale, per pair **\$1.55**
\$4.00 Curtains, in this sale, per pair **\$1.98**
\$6.00 Curtains, in this sale, per pair **\$3.30**
Finer Curtains Below Cost, Finer Portieres Below Cost, Finer Couch Covers Below Cost.

Embroideries, Laces and Trimmings

At give-away prices so if there is a need immediate or prospective you will do well to purchase now.

18-INCH WIDE CORSET COVER EMBROIDERIES

Qualities worth up to 40c a yard in this sale **19c**
Qualities that sell regularly up to 75c a yard, go in this sale at **33c**
Qualities worth up to \$1.00 a yard, in this sale **45c**

DRESS TRIMMINGS.

AT 25c A YARD.
A variety of trimmings and trimming laces to choose from that includes nearly every desirable style. Qualities and values worth up to \$1 a yard, to choose from in this sale **25c**

AT 5c A YARD.
Braid and fancy trimmings and pure linen tulle lace—great variety to choose from. Values up to 25c a yard in this sale **5c**